

Station WAVY-TV NORFOLK, VA.
Advertiser () VETS 4 STRONG AMER.
Product VETS 4 STRONG AMER.
Estimate# 574
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //574
Flight Dates 10/17/2012 - 10/23/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---
CLIENT: VETS FOR STRONG AMERICA SC=*

--- REMARKS ---
THIS IS NEW CONTRACT
TOTAL 58,600
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	6A-7A	NEWS	:30	\$2,000.00	10/17-10/19	2	1	2	\$4,000.00	
				Buyline Comment: NEWS								
	2	W-F	7A-9A	NEWS	:30	\$2,000.00	10/17-10/19	2	1	2	\$4,000.00	
				Buyline Comment: TODAY SHOW								
	3	W-F	12P-1P	NEWS	:30	\$300.00	10/17-10/19	3	1	3	\$900.00	
				Buyline Comment: NEWS AT NOON								
	4	TH	530P-6P	NEWS	:30	\$1,500.00	10/18-10/18	1	1	1	\$1,500.00	
				Buyline Comment: NEWS								
	5	TH-F	6P-630P	NEWS	:30	\$2,000.00	10/18-10/19	2	1	2	\$4,000.00	
				Buyline Comment: WAVY NEWS/NBC NEWS								
	6	W-TH	630P-7P	NEWS	:30	\$1,800.00	10/17-10/18	2	1	2	\$3,600.00	
				Buyline Comment: NBC NIGHTLY NEWS								
	7	W-F	11P-1135P	NEWS	:30	\$2,000.00	10/17-10/19	3	1	3	\$6,000.00	
				Buyline Comment: NEWS								
	8	W	9P-10P	NEWS	:30	\$2,500.00	10/17-10/17	1	1	1	\$2,500.00	
				Buyline Comment: LAW AND ORDER SVU								

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	20	M-TU	7A-9A	Today Show	:30	\$2,000.00	10/22-10/23	2	1	2	\$4,000.00	
				Buyline Comment: TODAY SHOW								
	21	M-TU	12P-1P	Wavy News at Noon	:30	\$300.00	10/22-10/23	2	1	2	\$600.00	
				Buyline Comment: WAVY NEWS AT NOON								
	22	M-TU	530P-6P	Wavy News	:30	\$1,500.00	10/22-10/23	2	1	2	\$3,000.00	
				Buyline Comment: WAVY NEWS								
	23	M-TU	6P-630P	Wavy News/NBC News	:30	\$2,000.00	10/22-10/23	2	1	2	\$4,000.00	
				Buyline Comment: WAVY NEWS/NBC NEWS								
	24	M-TU	630P-7P	NBC Nightly News	:30	\$1,800.00	10/22-10/23	1	1	1	\$1,800.00	
				Buyline Comment: NBC NIGHTLY NEWS								
	25	M-TU	11P-1135P	Wavy News	:30	\$2,000.00	10/22-10/23	2	1	2	\$4,000.00	
				Buyline Comment: WAVY NEWS								

---REPORT TOTALS---

Report Totals: 39 / \$58,600.00

---SALES MONTHLY TOTALS---

Oct 12: 39 / \$58,600.00
Sales Totals: 39 / \$58,600.00
Station Totals: 39 / \$58,600.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$127,391	CATV 0%	WAVY 46%	WGNT 0%	WPXV 0%	WTKR 26%
		WTVZ 0%	WVBT 6%	WVEC 22%		

---COMPETITIVE COMMENTS---

